

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the instant application:

**Listing of Claims:**

1. (Currently Amended) A method for boarding passengers when seats on a commercial airline flight flown by a commercial airline are overbooked, comprising the steps of:

- storing passenger data for each passenger booked on said flight;
- determining a number of passengers being overbooked and to be denied boarding;
- determining denied boarding candidates for said flight, wherein said candidates comprise passengers without a seat and volunteers offering to give up their seat in exchange for an incentive;

- for each determined denied boarding candidate, obtaining the corresponding passenger data including a frequent flyer status, a remaining flight ticket value, a rebooking cost, a passenger lifetime value, and customer relationship management data, and flight operations data including flight schedule and seat availability on the airline and competitor airlines;

- processing the passenger data and the flight operations data based on ~~a set of rules including at least one among~~ a rule for arranging said determined denied boarding candidates according to a descending revenue impact to the airline, ~~a rule for arranging said determined denied boarding candidates according to passenger frequent flyer status, and a rule for arranging said determined denied boarding candidates according to a lifetime value of each passenger;~~ and

- selecting passengers from the determined denied boarding candidates for boarding based on a result of the processing.

2-26. (Cancelled).

27. (New) The method of Claim 1, wherein the passenger data and the flight operations data are processed based on a set of rules further including at least one among a rule for arranging said determined denied boarding candidates according to passenger frequent flyer status and a rule for arranging said determined denied boarding candidates according to a lifetime value of each passenger.

28. (New) A machine-readable storage, having stored thereon a computer program having a plurality of code sections executable by a machine for causing the machine to perform a method for boarding passengers when seats on a commercial airline flight flown by a commercial airline are overbooked, comprising the steps of:

- storing passenger data for each passenger booked on said flight;

- determining a number of passengers being overbooked and to be denied boarding;

- determining denied boarding candidates for said flight, wherein said candidates comprise passengers without a seat and volunteers offering to give up their seat in exchange for an incentive;

- for each determined denied boarding candidate, obtaining the corresponding passenger data including a frequent flyer status, a remaining flight ticket value, a rebooking cost, a passenger lifetime value, and customer relationship management data, and flight operations data including flight schedule and seat availability on the airline and competitor airlines;

- processing the passenger data and the flight operations data based on a rule for arranging said determined denied boarding candidates according to a descending revenue impact to the airline; and

selecting passengers from the determined denied boarding candidates for boarding based on a result of the processing.

29. (New) The machine-readable storage of Claim 28, wherein the passenger data and the flight operations data are processed based on a set of rules further including at least one among a rule for arranging said determined denied boarding candidates according to passenger frequent flyer status and a rule for arranging said determined denied boarding candidates according to a lifetime value of each passenger.